

Networking

Note: This compilation, mainly, includes quotes from relevant articles from the free online encyclopaedia Wikipedia in English. All references cited in these quotations (original numbering) can be found in the respective Wikipedia article. Quotes from the German version of the free online encyclopaedia Wikipedia have been translated into English for the purpose of the INCREASE project.

The concept of structural holes

"In the context of networks, social capital exists where people have an advantage because of their location in a network. Contacts in a network provide information, opportunities and perspectives that can be beneficial to the central player in the network. Most social structures tend to be characterised by a dense clusters of strong connections.^[47] Information within these clusters tends to be rather homogeneous and redundant. Non-redundant information is most often obtained through contacts in different clusters.^[48] When two separate clusters possess non-redundant information, there is said to be a structural hole between them.^[48] Thus, a network that bridges structural holes will provide network benefits that are in some degree additive, rather than overlapping. An ideal network structure has a vine and cluster structure, providing access to many different clusters and structural holes.^[48]"

"Networks rich in structural holes are a form of social capital in that they offer information benefits. The main player in a network that bridges structural holes is able to access information from diverse sources and clusters.^[48]"

Source: https://en.wikipedia.org/wiki/Social_network [19.10.2016]

Business networking

"**Networking** is a socioeconomic business activity by which businesspeople and entrepreneurs meet to form business relationships and to recognize, create, or act upon business opportunities,^[1] share information and seek potential partners for ventures."

"A business network is a type of business social network which is developed to help businesspeople connect with other managers and entrepreneurs to further each other's business interests by forming mutually beneficial business relationships."

"In the case of a formal business network, its members may agree to meet weekly or monthly or less frequently, with the purpose of sharing information, exchanging business leads and making referrals to fellow members. To complement this business activity, members often meet outside this circle, on their own time, and build their own one-to-one business relationship with fellow members."

Source: https://en.wikipedia.org/wiki/Business_networking [19.10.2016]

Networking "describes the establishment and maintenance of personal and professional contacts. The goal is a network of a group of persons who are linked to each other and who support each other and cooperate in private and, especially, in professional issues; performance and benefits for third parties (such as clients, enterprises, the society, or the state) is not relevant." Usually, a distinction is made between contact and relationship, with the difference being the value of the interaction.

Since the term "networking" implies "an English/American tradition there are neologisms that emphasise the European origin of the networking traditions". Following Nicholas A. Christakis and James H. Fowler, the Berlin business world created the term "dictyonomy" (Greek "dictyo" = net). The term is supposed to describe European, values-based networking.

Source: <https://de.wikipedia.org/wiki/Networking> [19.10.2016]